

**MEDIA RELEASE  
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**First-of-its-kind careers and worklife event tackles generational employment - FREE EVENT**

A brand new careers event is set to shake up Perth's workforce scene for those looking for a career change.

Sidestep, powered by Keen2Connect, is an inaugural event designed to help millennials to baby boomers embrace change and find their right career path. The event is running on 13 & 14 November, from 12:00pm to 5:30pm at Perth Convention and Exhibition Centre.

Keen2Connect CEO Nigel Keen said, generational shifts in the market made this an ideal time for those looking to do something different or embark on a new skill set. "The need for career transitions and personal growth is more significant than ever with nearly 60 per cent of workers planning to switch jobs this year," he said.

"Sidestep provides a platform for job seekers and motivated individuals to explore current workplace trends and discover study, training or employment opportunities that align with their skills and aspirations."

The November event will feature 40 organisations, including employers seeking a skilled workforce education and training providers offering programs aligned with industry demands, and small business advisers supporting those looking to pursue their entrepreneurial journey

The stage promises to inspire with speakers exploring leadership, career and personal growth, entrepreneurship and how our work life connects to a deeper sense of purpose. Featured speakers include:

- Tenille Bently –AFR's Top 100 Women of Influence and WA Women's Hall of Fame inducted, speaking on connecting with a deeper sense of purpose
- Mel Strutt – Entrepreneur and founder known for unapologetic no-BS marketing, tackling AI in the workplace
- Ryan Mossny - CEO and tourism trailblazer behind Two Feet & a Heartbeat and Matagarup Zip+Climb sharing insights on entrepreneurship and resilience

Organisations will be able to meet with motivated individuals reflecting on their future, seeking personal development or in search for new employment. The event will also attract recent graduates entering the job market, individuals re-entering the workforce and those newly arrived in Perth.

“The job market has changed, and organisations are having to target their resources to secure the best talent,” Mr Keen said.

“Sidestep will address these challenges and finally provide an event for people looking for a fresh career challenge.”

According to Hays’ Salary Guide FY25/26, nearly 60% of workers are planning to switch jobs this year. Approximately 50% report feeling unmotivated in their current role, citing a lack of appreciation, recognition and reward.

Priorities are shifting for workers with families, with many seeking benefits such as flexible working arrangements, improved work-life balance and programs to support their wellbeing. Beyond the statistics, a growing number of mature-aged Australians are ready to embark on a new direction—but many struggle to find clear pathways or know where to begin.

Sidestep aims to bridge that gap with practical tools, inspiring stories, practical tools, direction and employment opportunities

### **Event Details**

Venue: Perth Convention and Exhibition Centre

Dates: Thursday 13 & Friday 14 November

Start: 12:00 PM

Ends: 17:30PM

Price: Free Entry – Register at [sidestepcareers.com.au](https://sidestepcareers.com.au)

**Video:** [Sidestep Careers Perth Campaign Video \(35sec\)](#)

For More information about Sidestep, visit [sidestepcareers.com.au](https://sidestepcareers.com.au)

### **Keen2Connect media contact**

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